



KSTU  
5020 W. Amelia Earhart Dr.  
Salt Lake City, UT 84116  
(801)532-1300

# CONTRACT

<u>Contract / Revision</u>	<u>Alt Order #</u>
572129 /	9809019
<u>Product</u>	
LOVE FOR UT-CD 4	
<u>Contract Dates</u>	<u>Estimate #</u>
09/05/12 - 09/06/12	905906
<u>Advertiser</u>	<u>Original Date / Revision</u>
Love/R/Congress	08/30/12 / 08/30/12
<u>Billing Cycle</u>	<u>Billing Calendar</u>
EOM/EOC	Broadcast
<u>Station</u>	<u>Account Executive</u>
KSTU	Dan Driscoll
<u>Special Handling</u>	
<u>Demographic</u>	
Adults 35+	
	<u>Total Ratings</u>
	15.40
<u>IDB#</u>	<u>Advertiser Code</u>
1046	LOVE
<u>Agency Ref</u>	<u>Advertiser Ref</u>

And:

Smart Media Group LLC  
814 King Street  
Suite 400  
Alexandria, VA 22314

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Rtn	Totals		
											Type	Spots	Amount
N 1	13	09/05/12	09/06/12	M-F 11a-12p	11a-12p		:30			NM	1	\$250.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 09/03/12	09/09/12	--W----				1	\$250.00	1.70			
N 2	13	09/05/12	09/06/12	M-F 11a-12p	11a-12p		:30			NM	1	\$250.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 09/03/12	09/09/12	--T---				1	\$250.00	1.70			
N 3	13	09/05/12	09/06/12	M-F 9p-930p	9p-930p		:30			NM	1	\$1,200.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 09/03/12	09/09/12	--W----				1	\$1,200.00	6.00			
N 4	13	09/05/12	09/06/12	M-F 9p-930p	9p-930p		:30			NM	1	\$1,200.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 09/03/12	09/09/12	--T---				1	\$1,200.00	6.00			
Totals											15.40	4	\$2,900.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/06/12	4	\$2,900.00	\$2,465.00
<b>Totals</b>	<b>4</b>	<b>\$2,900.00</b>	<b>\$2,465.00</b>

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.

Rep Order# 9809019 Ver# 1 Status New  
EC'd Yes

Traffic Order#

Printed: 08/30/2012 1:16 PM  
Last Received: 08/30/2012 1:06 PM

1 of 2

Station KSUT-TV SALT LAKE CITY, UT  
Advertiser ( ) POLITICAL  
Product LOVE FOR UT-CD 4  
Estimate# 905906  
Buyer Patricia Dome  
Phone#  
Fax#

Agency ( ) SMART MEDIA GROUP  
814 KING ST, SUITE 400  
ALEXANDRIA, VA 22314  
Agency C/P1/P2/E LOVE/ORDR/905906  
Flight Dates 09/05/2012 - 09/06/2012  
Hiatus Weeks

Rep Firm ( ) WASHINGTON  
Sales Office ( ) DAN DRISCOLL.  
Salesperson ( )  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 917-206-9589  
Fax#

— CONTRACT COMMENT —

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

LT	In	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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Rating: 1.7	1	W	11A-12P	NEWS	:30	\$250.00	09/05-09/05	1	1	1	\$250.00	
Rating: 1.7	2	TH	11A-12P	NEWS	:30	\$250.00	09/06-09/06	1	1	1	\$250.00	
Rating: 6.0	3	W	9P-930P	NEWS	:30	\$1,200.00	09/05-09/05	1	1	1	\$1,200.00	
Rating: 6.0	4	TH	9P-930P	NEWS	:30	\$1,200.00	09/06-09/06	1	1	1	\$1,200.00	

—REPORT TOTALS—

Report Totals: 4 / \$2,900.00

—SALES MONTHLY TOTALS—

Sep 12:	4 / \$2,900.00	KJZZ 0%	KSL 59%	KSTU 13%
Sales Totals:	4 / \$2,900.00	KUTV 0%	UNKB 0%	UNKN 0%
Station Totals:	4 / \$2,900.00			
Lines not sent/rclnd/rtrn:	0 / \$0.00			
Market Totals	\$22,171	CABL 0% KTIX 8%	KDIU 0% KUCW 0%	KUTV 19% UNKB 0%

Rep Order#	9809019	Ver#	1	Status	New
EC'd	Yes				

Traffic Order#

Printed:

Last Received:

Showing Buylines: All Lines

2 of 2

Station	KSTU-TV SALT LAKE CITY, UT
Advertiser	( )POLITICAL
Product	LOVE FOR UT-CD 4
Estimate#	905906
Buyer	Patricia Dome
Phone#	
Fax#	

Books	null
Demos	RA35+

Agency	( ) SMART MEDIA GROUP
	814 KING ST, SUITE 400
	ALEXANDRIA, VA 22314
Agency C/P1/P2/E	LOVE/ORDR/905906
Flight Dates	09/05/2012 - 09/06/2012
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Rep Firm	( ) WASHINGTON
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